

Forum:[Hack Forums](#)

Thread: [Google Secrets - How to Get a Top 10 Ranking](#)

\$PMS\$ - December 15, 2014, 11:40 pm

108 Page E-book. PM me for the book.

Google Secrets - How to Get a Top 10 Ranking

On the Most Important Search Engine in the World.

THE COMPLETE GUIDE

Contents

Preface	6
PART I – Getting Started	8
Chapter 1 - The Importance of Google.....	9
Chapter 2 - How Google Works	12
So What Is a Ranking?.....	12
When Google Comes Visiting.....	14
How Google Ranks Websites.....	16
Chapter 3 - Determining Your Best Keywords	19
So What Exactly Are Keywords?.....	19
Using WordTracker.....	20
What is your Primary Keyword Phrase?.....	24
What are your Secondary Keyword Phrases?.....	25
Putting it All Together	26
PART II - Optimizing Your Website.....	27
Chapter 4 - Structuring your Site Correctly.....	28
Structure by Theme and Topic	28
Create Lots of Short Pages	29
Don't Nest Your Pages	30
Don't Bloat Your Pages With Code	31
Keywords in Your Domain Name	31
Chapter 5 - Optimizing Your Web Pages	33
Keyword Factors Used in the Algorithm	33
The Importance of the <TITLE>	34
How and Where to Use Keywords.....	36
Chapter 6 – Linking Your Pages Correctly	41
Structuring Your Internal Links	42

Best Practices for Internal Linking	44
Chapter 7 – More Advanced Techniques.....	46
Multiple Sites – Is it Worth It?	46
Domain Pointing and Subdomains	47
All rights reserved.	
Google Secrets – How to Get a Top 10 Ranking...	
page 4 of 112	
PART III - Exchanging Links Effectively	48
Chapter 8 – The Importance of Links.....	49
Link Factors Used in the Algorithm.....	49
Introducing PageRank	50
So What is Link Quality?	50
Chapter 9 - All About PageRank.....	52
PageRank vs. Search Result Ranking	52
Toolbar PageRank vs. Actual PageRank	53
Increasing PageRank	54
The PageRank Equation	55
Chapter 10 - Submitting Your Site to Directories.....	57
About the Google Directory	57
Submitting Your Site to the OPD	58
Submitting Your Site to Yahoo	59
Submitting Your Site to Business.com	60
Other Search Submissions.....	60
Chapter 11 – Getting Ready for Linking	62
Creating “Link to Us” Code	62
Maintaining a “Related Links” Page.....	63
Dealing with Non-Reciprocal Links.....	63
Chapter 12 – Which Links to Focus On	65
Best Practices and Tips.....	65
Link Farms and FFA Sites – Just Say No.....	66
Chapter 13 - Managing a Reciprocal Link Campaign	67
About OptiLink	67
About Arelis	68
Checklist for Setting Up a Link Campaign	69
A Link Exchange Email Template.....	72
PART IV - Putting It All Together	73
Chapter 14 - Monitoring and Measuring	74
Monitoring Your Site Traffic	74
Monitoring Your Ranking	78

Monitoring Your PageRank	78
Checking Pages Indexed.....	79
Checking Link Count	79
Measuring Sales Conversion and ROI	80

All rights reserved.

Google Secrets – How to Get a Top 10 Ranking...

page 5 of 112

Appendix A - Web Site Design Do's and Don'ts	83
Appendix B - Linking Do's and Don'ts	85
Appendix C - Additional Resources	87
Appendix D - About the Florida Update.....	90
Appendix E - About Froogle	97
Appendix F – About Google AdWords™.....	99
Glossary.....	106

Preface

You know how important it is to have a website that is ranked high in the search engines today. The fact is - if you are not in the top 30 for your category, it is unlikely you will get much traffic from any search engine. While top 30 is OK, a number of people never go past the first page in a search result. As such, a top 10 ranking is needed to really bring visitors to your site.

Google is undisputedly the most important search engine in the world today. In fact, a top 10 listing on Google can bring more traffic to your site than all the other search engines combined!

But do you know the rules that Google plays by? Do you know where best to focus your efforts? Do you know what the most important factors are for a top ranking on the Google search engine? The fact is – there currently is no book in the marketplace currently that is focused solely on Google and how to achieve top rankings with them!

Google Secrets is a comprehensive how-to guide for getting your website ranked in the top 10 on Google. Whether you are a beginner or have more advanced knowledge, this guide has something for you. It pulls timely information from a variety of sources into one end-to-end process for you to follow. More importantly, this step-by-step process has been proven to work in getting top 10 rankings on Google. Just ask some of my clients (references are available upon request).

This guide assumes that you do have a working knowledge of HTML and how web sites are put together in general – that's all that is required. As such, Google Secrets can benefit Web-savvy business decision makers, webmasters, and general Internet marketers. Beginning Search Engine Optimization (SEO) specialists may also find this guide to be of use in that the information is all in one place, rather than scattered around the Web.

Because each chapter more or less builds on what came before it, it is recommended that you read this book from beginning to end. To put it all together, there is a step-by-step checklist at the end as well as several appendices that you may find useful.

The focus of this book is to give you the maximum results using the minimum amount of your money. There are numerous success stories of business people getting top rankings on Google using no pay-per-click (PPC) advertising. As such, this guide covers the paid forms of advertising you can do on Google – specifically Google AdWords™ - somewhat sparsely. Before embarking down the potentially

PPC road, you should take advantage to the fullest the free exposure that Google can provide for you. Only after you have applied the techniques in this guide should you really consider whether Google AdWords and other PPC campaigns are the right choice for you. There are numerous stories of small business owners spending large amounts of money every month, getting into bidding wars with their competitors, and for whom can't get to a break-even point with their web sites. However, since PPC

campaigns do have their place in marketing web sites, and since no discussion about Google would be complete without discussing AdWords, Appendix D contains tips and best practices on using AdWords effectively.

While you are going through this book, there is one important thing to remember:

Getting a top ranking is only part of it. Yes, you will receive lots of traffic to your site, but you then need to convert these visitors to satisfied, paying, repeat customers. If you do not have a web site with compelling, fresh and useful content, intuitive navigation, a simple ordering system, and a reason to return, all of your efforts will be wasted. Put another way, having lots of traffic is only half the equation to success on the Web – you still need to make sales. This means making sure you have a professional and easy-to-use web site with products, services, or information that visitors need in place beforehand. This seems obvious, but is often overlooked!

Are you ready for massive amounts of free traffic to your site? Are you ready to blow past the competition? Then let's get started...

vgt999 - January 16, 2024, 1:58 am

Interested. How can I DM you?

Bastille - January 16, 2024, 2:15 am

(Jan 16, 2024 02:58 AM)vgt999 Wrote: [\[CITE\]](#) Interested. How can I DM you?

You need to reach 10 post (dont post LQ content), but :

[\\$PMS\\$](#)

[closed@HF:] > that means account has been banned

Offline

Last Seen: Jan 30, 2018 07:51 AM > OP last connection 6 years ago

Be aware of these things when you reply to someone's thread, he's maybe not active anymore

Don't forget to read the [Help Docs](#) too, welcome to HF